



Dear Student:

The Tennessee Department of Health, with support from the Campaign for Tobacco Free Kids, is pleased to announce the TNSTRONG Anti-Tobacco Media Competition!

TNSTRONG is the statewide, youth-led initiative to take down tobacco in Tennessee. TNSTRONG stands for Tennessee Stop Tobacco and Revolutionize our New Generation. TN STRONG Teen Ambassadors work to raise awareness about the harms caused by all kinds of tobacco products, prevent youth initiation of their use, and provide support to youth who would like to stop using tobacco.

Thanks to the efforts of TNSTRONG and statewide anti-tobacco programs, youth use of cigarettes has declined from 21.6 percent in 2011 to 9.4 percent in 2017, but we still have work to do. We'd like your help in putting an end to tobacco use in Tennessee once and for all!

### **How the Contest Works:**

We invite you to create an **original** short (30-60 second) video message that discourages smoking and/or the use of tobacco products (including smokeless and electronic products) and/or encourages people using tobacco products to quit.

Submissions meeting the specified criteria will be scored by a panel of experts in tobacco and media.

#### **All submitting individuals are:**

- **Required to attend the TNSTRONG statewide conference** to be held in Chattanooga, TN June 3-5, 2018. All travel and conference-related expenses will be paid by the Tennessee Department of Health.
- **Invited to showcase their original work** at the TNSTRONG statewide conference. This presentation will be before approximately 500 high school students from across the state, their adult sponsors, Tennessee Department of Health Tobacco Control Program staff, national tobacco control partners (Campaign for Tobacco Free Kids, Truth Initiative, and others), and local media outlets.
- **Awarded a scholarship** provided by the Campaign for Tobacco Free Kids in the amount of \$1,000 for first place, \$500 for second place, and \$250 for third place. If a winning project has multiple creators, prizes will be divided equally between participants.
- **Eligible to have their submission used** in local, regional, and statewide anti-tobacco media messaging campaigns.

Submissions must be **emailed no later than May 18, 2018** and must meet criteria outlined in the attached document.

Winners will be notified no later than **May 25, 2018, so get busy!**

**Be part of the FIRST tobacco-free generation! Help TNSTRONG take down tobacco in Tennessee!**